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ABSTRACT

This guide is intended to serve as a program planning model for a workshop or series of workshops to promote awareness and share information on the newly created Ohio Entrepreneurship File, one of five state data files operated on the computerized Ohio Career Information System (OCIS). The guide includes background information on the project for which the file was developed and workshop planning recommendations that describe logistical, organizational, and control issues relative to conducting the workshop. The guide also includes generically prepared presentations on the following topics: sharing information on the automated resource data base, discussing several model programs in entrepreneurship and training, explaining the activities of the Ohio Entrepreneurship Education Task Force, and discussing specific ideas for local partnerships. Fifteen handouts are also provided. These address such topics as using the nominal group technique; the Ohio Entrepreneurship File Survey; a list of characteristics (descriptors) used in the file; and instructions for contacting and using OCIS. Also included are fact sheets on the Entrepreneurship Training Pilot Project, Small Business Enterprise Center, and Small Business Management Program; a workshop evaluation form; and a list of members of the Ohio Entrepreneurship Education Task Force. (MN)

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OHIO ENTREPRENEURSHIP WORKSHOP

PLANNING GUIDE

PREPARED BY JOHN M. BEBRIS

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TABLE OF CONTENTS

FOREWORD. iii

EXECUTIVE SUMMARY vi

PROJECT BACKGROUND. 1
The Need 1
The Project. 1
Expected Outcomes. 3
Audience 3
Sponsorship. 3

WORKSHOP PLANNING RECOMMENDATIONS 4

SAMPLE AGENDA 7
Nominal Group Technique (NGT):
Leaders Guide, Handout 1 11

OHIO ENTREPRENEURSHIP FILE (ENTR) 13
Ohio Entrepreneurship File Fact Sheet
Handout 2. 14
Ohio Entrepreneurship File Survey,
Handout 3. 17
Instructions for Completion of the Ohio
Entrepreneurship File Survey, Handout 4. 21
Ohio Entrepreneurship Chracteristic List,
Handout 5. 25

OHIO CAREER INFORMATION SYSTEM (OCIS) 28
Introduction, Handout 6. 29
OCIS: A Success Story, Handout 7. 30
General Instructions for Contacting OCIS,
Handout 8. 33
Printed Resources to use with OCIS
Handout 9. 46
State-Supported Data Centers, Handout 10 48

OTHER PROGRAM FACT SHEETS 61
Entrepreneurship Training Pilot Project
Handout 11 62
Small Business Enterprise Center,
Handout 12 66
Small Business Management Program,
Handout 13 67

WORKSHOP EVALUATION 71
Ohio Entrepreneurship Workshop Evaluation
Handout 14 72

OHIO ENTREPRENEURSHIP EDUCATION TASK FORCE. 74
Ohio Entrepreneurship Education Task Force
Handout 15 75

FOREWORD

Public leaders in the state of Ohio have looked increasingly at small business and entrepreneurial development as a means to revitalize the state's economy and to rejuvenate its human resources. To help increase the statewide dissemination and utilization of relevant entrepreneurship education/training resource information, the National Center helped create an automated database of approximately 700 resources across Ohio. Called the "Ohio Entrepreneurship File," the database is available through the ongoing state operated computer network known as the Ohio Career Information System (OCIS).

The purpose of this planning guide is to serve as a model or template for organizing and conducting workshops that promote the awareness and use of the "Ohio Entrepreneurship File." The generic content and process information in the guide was prepared for delivery through any network of interested educators, job trainers, economic development specialist, or technical assistance providers.

The National Center wishes to thank the many individuals who helped produce the "Ohio Entrepreneurship File" and this workshop planning guide.

First and foremost, appreciation is extended to Mr. Robert Roliardi and Ms. Claire Durgin of the Houghton Mifflin Company, which provided the computer support services to this effort.

Additionally, special thanks go to Ms. Marrilyn Shipman and Ms. Anne Lika of the Ohio Career Information System within the

Ohio Division of Vocational and Career Education. Marrilyn and Anne provided substantial technical advice, review and moral support which increased greatly the efficiency of our efforts.

Appreciation is also extended to the members of the Ohio Entrepreneurship Education Task Force who supplied mailing labels for their respective service networks. These contributions served as the core of our survey efforts to more than 3,000 potential resource providers. The task force members include:

Mr. Leon Albert
Clark Technical College

Dr. M. Catherine Ashmore
National Center for Research
in Vocational Education
The Ohio State University

Mr. Robert Bailey
Ohio Technical Transfer
Organization
The Ohio State University

Ms. Susan Brusk
Junior Achievement of
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Mr. Larry Casterline
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Division of Vocational Education

Mr. Jim Cummins
Agricultural Education
Division of Vocational and
Career Education

Mr. Mark Davidson
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Ms. Sheryl Dickey
Small & Developing Business
Department of Development

Ms. Nancy Edi-Hattery
Ohio Technical Transfer
Organization
The Ohio State University

Mr. Jerry Garman
Small Business Administration

Ms. Joan Gritzmacher
The Ohio State University

Ms. Susan Gross
Junior Achievement of
Central Ohio, Inc.

Mr. James Hamilton
Ohio Advisory Council for
Vocational Education

Ms. Karen Heath
Economic Education Unit
Division of Vocational and
Career Education

Mr. Dan Jones
Ohio Council of Retail
Merchants

Ms. Joanna Kister
Home Economics Education
Division of Vocational
Education

Mr. Richard Mangini
Marketing Education
Division of Vocational
Education

Mr. Al Neff
Board of Regents

Ms. Mary Noonan
Inter-University-
Council of Ohio

Mr. Bernard Nye
Columbus Technical Institute

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Vocational and Career Education
State Department of Education

Ms. Sonia Price
Coordination of Program
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Division of Vocational and
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Trade and Industrial Education
Division of Vocational Education

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Trade and Industrial Education
Division of Vocational Education

Recognition is also extended to Mr. John M. Bebris, Project Director, and Ms. Geannina Guzman, Graduate Research Assistant, who conducted the survey and prepared this planning guide. Thanks also go to Ms. Judy Balogh and Ms. Crickett Park who reviewed drafts of this guide and provided sage editorial advice. Special thanks are extended to Ms. Victoria Gray without whose exceptional organizational skills and typing prowess neither the database nor this guide would exist.

Ray D. Ryan
Executive Director

EXECUTIVE SUMMARY

This guide serves as a program planning model for a workshop or series of workshops whose primary purpose is to promote awareness and share information on the newly created **OHIO ENTREPRENEURSHIP FILE (ENTR)**. **ENTR** is one of five state data files operated on the computerized **OHIO CAREER INFORMATION SYSTEM (OCIS)**. In addition, the program model includes an opportunity to promote awareness and share information on other entrepreneurship education/training efforts undertaken in Ohio.

The model program is designed as a full-day activity and for delivery through any number of different state-sponsored education, employment training, or economic development systems. Generically prepared presentations include--

- o sharing information on the automated resource database;
- o discussing several model programs in entrepreneurship education and training (e.g., JTP-OHIO entrepreneurship training pilot project);
- o explaining the activities of the Ohio Entrepreneurship Education Task Force; and
- o discussing specific ideas for local partnerships.

To assist potential workshop sponsors, this workshop planning guide contains--

- o project background information;
- o workshop planning recommendations that describe logistical, organizational and control issues relative to conducting the workshop;

PROJECT BACKGROUND

The Need

The Ohio Department of Education, through its Division of Vocational and Career Education, sponsors the Ohio Entrepreneurship Education Task Force, whose members represent various state agencies and organizations that operate service delivery networks for entrepreneurial development. The task force conducts efforts to encourage linkages and partnership activities between all these organizations statewide.

In support of these state task force initiatives, JTP-OHIO through its State Education and Grants Advisory Council funded a database development project that was successfully completed in November 1984. Since that time, there has been increased interest in entrepreneurship as a job-creation and economic development activity for Ohio. The database developed in 1984 covered about 700 entrepreneurship training and consulting resource organizations. The database needed to be updated, developed further, made available on a continuous basis, and made more accessible.

The Project

The purpose of this project was to help increase collaborative linkages in support of local self-employment and entrepreneurship training programs. To attain this goal, the

National Center for Research in Vocational Education sought to enhance the statewide dissemination and utilization of relevant entrepreneurship education/training resource information.

To accomplish the projects' dissemination and utilization objectives, National Center focused on two tasks--

- Help develop an automated database of entrepreneurship education, training, and technical assistance resources.
- Plan statewide outreach/promotion campaign.

The refinement and further development of an automated entrepreneurship training resource database served as the primary focus of this effort. Using the data gathered in 1984 as a springboard, National Center staff concentrated on--

- expanding the breadth of resources captured;
- standardizing the data inputs and outputs; and
- making the database available on a continuing basis through the automated Ohio Career Information System (OCIS).

To ensure maximum dissemination and utilization of the resource information, National Center staff assisted OCIS in promoting the use of the database. Project staff prepared a model "train the trainer" workshop program package for use with various state service delivery systems. In addition, project staff planned and conducted a "Legislative Breakfast" to brief interested state officials on the database and on other entrepreneurship efforts conducted in Ohio.

Expected Outcomes

As a result of this effort, an up-to-date, automated data file on entrepreneurship education and training resources (Ohio Entrepreneurship File--ENTR) was added to the ongoing Ohio Career Information System. In addition, a model workshop program package was prepared to help promote the use of the new database by various state operated service networks.

Audience

The principal target groups for this proposed dissemination and utilization effort comprised local educators, job training service providers, and economic development specialists.

Sponsorship

This project was sponsored by the Division of Vocational and Career Education, Ohio Department of Education in cooperation with the State Education and Training Grant Advisory Council and JTP-Ohio.

WORKSHOP PLANNING RECOMMENDATIONS

The following workshop planning recommendations are based on the National Center's experience in conducting a series of statewide workshops in a similar effort for the Ohio Division of Vocational and Career Education. These **nine recommendations** should be considered and adapted in light of sponsor agency goals/objectives and local site coordination constraints.

As an **initial step**, workshop planning staff should develop a tentative, 1-day workshop agenda. Planning staff should seek senior program management input and approval on the proposed agenda to ensure program congruence and agency commitment to the workshop efforts.

As a **second step**, planning staff should identify and obtain commitment from the desired number of individuals to serve as local workshop coordinators. Senior program management assistance toward this end will prove invaluable. Other sources of potential assistance may include existing partnership agreements with other state agencies, members of the Ohio Entrepreneurship Education Task Force, and/or the National Center.

Once agreement has been reached with the desired number of site coordinators, a **third step** would constitute the transmittal to local coordinators of a list of minimal requirements for a host site and a range of possible workshops dates. Several common facility needs at all locations might include--

- an auditorium that will seat at least 100 people,
- adequate available parking space,
- a lunchroom nearby that could be used by participants to MINIMIZE the time needed for a lunch break,
- access to coffee facilities,
- podium/microphone depending on size of room, and
- two or three breakout rooms for small group sessions.

In scheduling the proposed workshops, planning staff should establish sufficiently long time intervals between individual workshops so as to maintain adequate control over the entire effort.

As the dates for the individual workshops become fixed, planning staff should conduct a **fourth step** that includes site visits to all workshop locations. On these visits, planning staff should review operational progress with local coordinators and inspect proposed host facilities to confirm adequacy of workshop sites.

Fifth, planning staff may want to assist local coordinators with centralized promotion and registration for the individual workshops. Using various mailing lists available through the sponsoring agency and sister state agencies, planning staff can blanket the state with promotional material and workshop invitations/registrations. As registration forms arrive, planning staff can send to registrants confirmation letters (**step six**) and thereby monitor progress on each individual workshop site.

As a **seventh step**, planning staff need to prepare workshop packets to be given to each workshop participant as they "check in." Each packet should include, at a minimum, the following (see sample in appropriate sections of this guide)--

- agenda;
- **Ohio Entrepreneurship File (ENTR)** brochure;
- Ohio Career Information System materials, including the Ohio Entrepreneurship File User's Guide;
- sample survey forms;
- other program fact sheets;
- workshop evaluation form;
- list of Ohio Entrepreneurship Education Task Force members; and
- participant list.

Planning staff should encourage site coordinators to add to the final packet any additional material on relevant local information.

As an **eighth step**, planning staff should establish a procedure to collect and organize the data generated by the two brainstorming sessions. This will help staff as they later synthesize and report the outcomes of the workshop effort.

Finally (step nine), planning staff should establish a procedure to collect and organize the evaluation forms completed by workshop participants. This will help staff later as they synthesize and report the impact of the workshop effort.

SAMPLE AGENDA

The sample agenda that follows lists time lines, content/process issues, and potential resources for a model workshop program on the **OHIO ENTREPRENEURSHIP FILE (ENTR)** and other entrepreneurship education/training efforts in Ohio.

The overall workshop program represents a 6-hour activity beginning at 9:00 a.m. and adjourning at 4:00 p.m.

TIME	ISSUES	RESOURCES
9:00 a.m.	REGISTRATION--Depending on site and/or resource constraints, coffee should be available for early arrivals. Policies/procedures for registration should be determined by sponsoring agency.	Local site coordinator and/or staff.
9:20 a.m.	WELCOME--Site coordinator should welcome guests, introduce speakers, and review agenda.	Local site coordinator and/or sponsor agency representative.
9:40 a.m.	KEYNOTE SPEAKER--Local site coordinator or sponsor agency representative should introduce speaker. Appropriate local leader should discuss role of entrepreneurship educa-	Source networks from which to solicit speakers including JTP-Ohio, title III program planning staff, Ohio Division of Vocational and Career Education, Ohio Technology Transfer Organization, Ohio Department of Development.

TIME	ISSUES	RESOURCES
	tion/training in the economic development process. Presentation should be motivational and focus on coordination of resources and partnership development.	Small Business Enterprise Program, local chamber of commerce, local elected officials.
10:00 a.m.	**OHIO ENTREPRENEURSHIP FILE (ENTR)**--National Center staff person will describe **ENTR** and provide background on project. OCIS staff person will describe the host database and instruct audience on how to access **ENTR** through OCIS.	Staff from the Ohio Career Information System and the National Center for Research in Vocational Education.
11:00 a.m.	SMALL GROUP PRACTICUM--Workshop participants break out into small groups to practice on personal computers available on site. Workshop sponsor should determine on what basis to divide the small groups. Some common denominator should be used. It is not advisable to divide group into random subgroups.	Staff from the OCIS and the National Center. If PCs are unavailable from an external source, then workshop may need to be planned at 1 of 27 state-supported data centers running OCIS.
NOON	LUNCH--If possible, lunch should be provided in nearby facilities to minimize "downtime." If lunchroom is unavailable, consider having lunch catered.	If sponsoring agency is unable to subsidize lunch costs, consider recovering costs through registration fees.

TIME	ISSUES	RESOURCES
1:00 p.m.	SMALL GROUP BRAIN-STORMING I--Reconvene small groups on the same basis as they divided before lunch. Using the "Nominal Group Technique," or some similar group process, ask small groups to generate ideas on how to creatively use and/or apply the ENTR data file in coordinating or delivering local programs. Local site coordinator may want to assign workshop staff persons to serve as small group facilitators rather than burden potential participants. This will also allow for better execution and control of the group process.	Flip charts, overhead projectors, and other larger supplies may be available at the host site. Sponsoring agency may be able to supply these as well. Local site coordinators may seek out a planning partner who may be able to supply these items. Smaller supplies--e.g., paper, pens, masking tape, index cards--should be supplied by sponsoring agency. Use HO-1, "Nominal Group Technique: Leader's Guide" as a group process model for this and subsequent small group sessions. Use HO-1 as the focal piece in describing the purpose and expected results of the sessions.
2:00 p.m.	OTHER OHIO PROGRAMS--Local site coordinator/host should introduce panel of speakers. At a minimum, speakers should represent those entrepreneurship programs identified in the Program Fact Sheets section of this guide.	For help in identifying other programs, contact the National Center, the Ohio Division of Vocational and Career Education, the JTP-OHIO--Title III Program Planning Office, Ohio Department of Development--Office of Small and Developing Business.

TIME	ISSUES	RESOURCES
3:00 p.m.	SMALL GROUP BRAIN-STORMING II--Reconvene small groups as before. Using same group process, ask small groups to generate recommendations to sponsor agency on how best to integrate and use information learned today in improving program performance, coordination, and leverage.	See comments for 1:00 p.m. brainstorming session.
3:45 p.m.	REPORT BACK TO LARGE GROUP--Site Coordinator and/or sponsor agency representative asks small group facilitators to summarize results of brainstorming sessions.	Nothing special is required.
4:00 p.m.	ADJOURN--Sponsor agency representative and/or local site coordinator should thank speakers and participants for attending. Leave group with a challenge for future or a motivational "pearl of widsom."	Nothing special is required. Some staff help may be needed in cleaning up and collecting material.

NOMINAL GROUP TECHNIQUE (NGT): LEADERS GUIDE*

1. Present the question to the group verbally and in writing.

2. Silent generation of ideas in writing.

   a. Have the written question in front of the group.
   b. Resist non-process clarifications.
   c. Model good group behavior.
   d. Discourage members from disrupting the group.
   e. Allow five minutes for this activity.

3. Round-Robin recording of ideas.

   a. Members contribute ideas one person at a time, in sequence.
   b. Members have the right to pass (encourage them to participate).
   c. Do not discuss the ideas at this time.
   d. Hitchhiking OK.
   e. Omit duplicate items.
   f. Record the ideas in the members own words.

4. Serial discussion.

   a. Pace the discussion.
   b. Do not force the authors of ideas to defend themselves.
   c. Recognize differences but do not allow arguments (the purpose of discussion is to clarify ideas not resolve differences).

5. Preliminary vote.

   a. Select the number of items on which each member will vote: five, seven, or nine.
   b. Provide each member with the appropriate number of 3 x 5 cards.
   c. Allow time for the members to select what they think are the best ideas from the list.
   d. Members then place the item number in the upper left hand corner of the card and the item description in the center of the card. They are not to rank order the items yet.
   e. Wait for the group to complete this task before going on.
   f. Members then select the most important item first and rank it "7" (or 9, or 5) and place the rank number in the lower right hand corner of the card and underline it "1". Next they select the most important item of the remaining ones and rank it "6" (or 8, or 4). They continue to assign ranks in an alternating manner until all of the items they have selected have been ranked.
   g. Record the votes on a tally sheet.
   h. Add the votes to determine the total for each item.

6. Discussion of the preliminary vote.

   a. The purpose of this task is to clarify the items.
   b. The discussion should be brief.
   c. Similar items may be combined.
   d. No vote items may be eliminated.

7. Final vote.

   a. Should be conducted the same as the preliminary vote.
   b. The final tally is the result of the NGT process.

---

*Adapted from: Group Techniques for Program Planning. by Andre Delbecq, Andrew Van de Ven, and David Gustafson.

OHIO ENTREPRENEURSHIP FILE (ENTR)

In this section of the workshop planning guide are copies of informational material on the **ENTR** file itself. These sample copies should serve as masters from which to duplicate sets of the material for inclusion into workshop participant packets. The information pieces include the following items:

HANDOUT NUMBER	NAME	USE
HO-2	FACT SHEET	The FACT SHEET describes the who, what, when, where and why issues related to the **ENTR** file itself. Use HO-2 as the focal piece in describing the **ENTR** file.
HO-3	SURVEY	The SURVEY is a sample copy of the actual instrument used to collect the data that now comprises the **ENTR** file. Use HO-3 as a background piece in describing the nature of the information contained in **ENTR**.
HO-4	INSTRUCTION	The INSTRUCTION piece is a sample copy of the comparison piece to the survey instrument. HO-4 provides definitions for the response items in the survey. Use HO-4 as background in describing the nature of the information in the **ENTR** file.
HO-5	CHARACTERISTIC LIST	The CHARACTERISTIC LIST shows the distribution of survey responses in the final database. Use HO-5 as a focal point in discussing the nature of the content of the **ENTR** file.

OHIO ENTREPRENEURSHIP FILE FACT SHEET

WHAT IS ENTR

The **OHIO ENTREPRENEURSHIP FILE, (ENTR)** is a computerized data file within the **Ohio Career Information System** that can provide you with resource information on organizations and programs offering local entrepreneurship education, training, and assistance services.

When requesting information about one of its 700 entries, the **ENTR** File will list the following:

• **Contact Information**	name, address, phone
• **Organization Type**	public agency, foundation, association, business enterprise, 4-year college, 2-year college, adult vocational center, proprietary school, joint vocational school, or comprehensive high school
• **Professional Services**	training, counseling, library, referral services, speakers, and/or paid consultants
• **Products Available**	pamphlets, resource material, publications, information searches, computer software, and/or audiovisual materials
• **Special Training/ Services**	specific business topic areas
• **Target Audience**	elementary, secondary, adult vocational, postsecondary educators, potential entrepreneurs, and/or special populations

To help you organize your information, the **ENTR** File can search and list resources by any one (or combination) of its 10 special training/service business topic areas, and/or by any one (or combination) of the 88 counties in Ohio. The **ENTR** File contains an average of 150 resource entries for every county in Ohio.

WHO BENEFITS

- Potential or Existing Entrepreneurs
- Assistance Agencies
- Educators/Trainers

ENTR identifies local source of education, training, and products which will benefits those who are interested in starting or improving the operation of their own business.

In addition, the resources listed in **ENTR** will help increase the scope of services and/or training opportunities provided by those who help small business persons.

ADVANTAGES

- **Up-to-date** information
- **Fast** retrieval of information
- **One-stop** source of comprehensive information
- **Easy** access through simple computer commands
- **Printouts** make it easy to compare and select appropriate resource follow-up

WHERE IS ENTR

ENTR may be as close as your local high school, vocational center, college/university, public library, Private Industry Council, or state-supported computer data center. The computerized data within **ENTR** may be accessed throughout Ohio by more than **550** computer terminal sites. All of these sites are a part of the extensive **Ohio Career Information System (OCIS)** computer and terminal network.

A computer-based guidance information system, **OCIS** provides instantaneous access to a wealth of national, state and local data about occupations, educational training programs and financial aid. **ENTR** is one of seven state files, that along with six other national data files make **OCIS** the largest combined state and national data base in the nation.

The Ohio Entrepreneurship File, **ENTR**, within **OCIS**, is a part of the Ohio Department of Education, Division of Vocational & Career Education, Career Development Service.

HOW TO GET ENTR

To find your closest **OCIS** terminal site, call a near-by state-supported data center (see list on next panel). Ask to be directed to the school/library/agency that can help you access **OCIS.** Make an appointment at this location to use OCIS and to specifically access the **OHIO ENTREPRENEURSHIP FILE.** In addition to the assistance from an on-site specialist, each terminal site has a special **OHIO ENTREPRENEURSHIP FILE USER'S GUIDE** that will help you access **ENTR** with only a few simple commands.

ADDITIONAL INFORMATION

For additional information, please contact the OCIS staff at the following address and telephone number:

Ohio Career Information System
Ohio Department of Education
65 S. Front Street, Room 908
Columbus, Ohio 43266-0308
(614) 462-6771

OHIO ENTREPRENEURSHIP FILE SURVEY

Please complete the Ohio Entrepreneurship File Survey using the instruction page. This survey is to be used to profile small business resources/services available in the State of Ohio. Your completed form will be incorporated into a state-wide database as part of the ongoing Ohio Career Information System (OCIS).

Each listed organization will be asked to provide information on their organization's entrepreneurship education and training resources for current and future entrepreneurs. In addition, this database is intended to serve the educators, job training and economic development communities in Ohio as a resource to plan and operate training and support programs.

Please return your completed survey form to:

John M. Bebris
Entrepreneurship Project Director
The National Center for Research
in Vocational Education
The Ohio State University
1960 Kenny Road
Columbus, OH 43210-1090
(614) 486-3655

1. ORGANIZATION: _____

CONTACT (Dr., Mr., Ms.): _____

POSITION/TITLE: _____

DEPARTMENT/DIVISION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (_____) _____

DATE COMPLETED: _____

PERSON COMPLETING SURVEY: _____

2. OTHER OCIS FILES:

_____ Col 4
_____ Col 2
_____ Prop
_____ Voca

For internal use only.
Please do not mark.

3. ORGANIZATION TYPE:

(91) _____ Public Service Agency/Organization
(92) _____ Foundation
(93) _____ Professional/Business Association
(94) _____ Business Enterprise
(95) _____ 4-Year College
(96) _____ 2-Year College
(97) _____ Adult Vocational Center
(98) _____ Proprietary School
(99) _____ Joint Vocational School
(100) _____ Comprehensive High School

4. ORGANIZATION SCOPE:

(106) _____ National
(107) _____ State
(108) _____ County/City

5. PROFESSIONAL SERVICES:

(111) _____ Training
(112) _____ Counseling
(113) _____ Library
(114) _____ Referral Services
(115) _____ Speakers
(116) _____ Paid Consultant

6. PRODUCTS AVAILABLE:

(121) _____ Pamphlets
(122) _____ Resource Material
(123) _____ Publications
(124) _____ Information searches
(125) _____ Computer software
(126) _____ Audio-visual materials

7. SPECIAL TRAINING OR SERVICES:

(131) _____ Business Startup Basics
(132) _____ Entrepreneurship Career Exploration
(133) _____ Small Business and the Economy
(134) _____ Business Plan Preparation
(135) _____ On-Site Training and Problem Solving
(136) _____ Marketing Strategies
(137) _____ Business Site Analysis
(138) _____ Small Business Financing
(139) _____ Small Business Legal Issues
(140) _____ Government Regulations
(141) _____ Market Research
(142) _____ Small Business Management
(143) _____ Personnel Policies and Procedures
(144) _____ Promotion and Sales
(145) _____ Business Records/Accounting
(146) _____ Risk Management
(147) _____ Small Business Computer Systems
(148) _____ Small Business Fiscal Analysis/Forecasting
(149) _____ Small Business Tax Preparation

8. PRODUCTS/SERVICES AVAILABLE

(156) _____ For Purchase
(157) _____ At No Cost
(158) _____ For Loan

9. TARGET AUDIENCE:

(161) _____ Elementary School Students
(162) _____ Secondary School Students
(163) _____ Adult Vocational Education Programs
(164) _____ Postsecondary School Students
(165) _____ Potential Entrepreneurs (Pre-Business)
(166) _____ Existing Entrepreneurs
(167) _____ Teachers
(168) _____ Special Populations

10. OHIO COUNTIES SERVED:

(89) _____ Entire State

(01) _____ Adams
(02) _____ Allen
(03) _____ Ashland
(04) _____ Ashtabula
(05) _____ Athens
(06) _____ Auglaize
(07) _____ Belmont
(08) _____ Brown
(09) _____ Butler
(10) _____ Carroll
(11) _____ Champaign
(12) _____ Clark
(13) _____ Clermont
(14) _____ Clinton
(15) _____ Columbia
(16) _____ Coshocton
(17) _____ Crawford
(18) _____ Cuyahoga
(19) _____ Darke
(20) _____ Defiance
(21) _____ Delaware
(22) _____ Erie
(23) _____ Fairfield
(24) _____ Fayette
(25) _____ Franklin
(26) _____ Fulton
(27) _____ Gallia
(28) _____ Geauga
(29) _____ Greene
(30) _____ Guernsey
(31) _____ Hamilton
(32) _____ Hancock
(33) _____ Hardin
(34) _____ Harrison
(35) _____ Henry
(36) _____ Highland
(37) _____ Hocking
(38) _____ Holmes
(39) _____ Huron
(40) _____ Jackson
(41) _____ Jefferson
(42) _____ Knox
(43) _____ Lake
(44) _____ Lawrence
(45) _____ Licking
(46) _____ Logan
(47) _____ Lorain
(48) _____ Lucas
(49) _____ Madison
(50) _____ Mahoning
(51) _____ Marion
(52) _____ Medina
(53) _____ Meigs
(54) _____ Mercer
(55) _____ Miami
(56) _____ Monroe
(57) _____ Montgomery
(58) _____ Morgan
(59) _____ Morrow
(60) _____ Muskingum
(61) _____ Noble
(62) _____ Ottawa
(63) _____ Paulding
(64) _____ Perry
(65) _____ Pickaway
(66) _____ Pike
(67) _____ Portage
(68) _____ Preble
(69) _____ Putnam
(70) _____ Richland
(71) _____ Ross
(72) _____ Sandusky
(73) _____ Scioto
(74) _____ Seneca
(75) _____ Shelby
(76) _____ Stark
(77) _____ Summitt
(78) _____ Trumbull
(79) _____ Tuscarawas
(80) _____ Union
(81) _____ Van Wert
(82) _____ Vinton
(83) _____ Warren
(84) _____ Washington
(85) _____ Wayne
(86) _____ Williams
(87) _____ Wood
(88) _____ Wyandot

INSTRUCTIONS FOR COMPLETION OF THE OHIO ENTREPRENEURSHIP FILE SURVEY

These instructions are to be used to complete the Ohio Entrepreneurship File Survey. Please print your responses legibly on the survey questionnaire or mark the appropriate answer neatly in the spaces provided.

1. **Organization:** Please print your organization's complete name.

   Contact (Dr. Mr. Ms.): Please select appropriate salutation and print the name as it should appear on correspondence.

   Person Completing Survey: Please print your name if it is different from the contact person.

2. **Other OCIS Files:** These categories are for internal use only. Please do not mark in this section.

3. **Organization Type:**

   Public Service Agency/Organization refers to any government or quasi government agency.

   Foundation refers to any not for profit philanthropic entity.

   Professional/Business Association refers to membership organizations whose purpose is to promote individuals/business members and to enhance the profession/industry as a whole, (e.g., Ohio Homebuilders Association, Ohio Retail Permit Holders Association, Ohio Society of Certified Public Accountants, Ohio Library Association, etc.)

   Business Enterprise refers to a "for profit" organization, a business or corporation.

   4-year college refers to post secondary school, a 4 year curriculum of study.

   2-year college refers to post secondary school, a 2 year curriculum of study.

   Adult Vocational Center refers to a non degree continuing education program, post-secondary, focused at adults, but not part of a 2 year or 4-year college.

   Proprietary School refers to any privately owned and/or operated educational institution.

   Joint Vocational School refers to a high school degree program specializing in vocational training.

   Comprehensive High School refers to a public or private four year secondary school and includes middle and/or junior high schools.

4. **Organization Scope**

Refers to the geographic limit(s) of the organization's target market.

5. **Professional Services**

Select any or all services provided by your organizations from the list that follows:

Training: Teaching or instruction provided to increase proficiency in a specific needs area.

Counseling: Advisory function, help in providing planning ideas for small business.

Library: Refers to a collection of published materials available to the public on a lended or on-site use basis.

Referral Services: Act as a resource which connects an individual with the appropriate source for expert information and services.

Speakers: Service that provides individual(s) who speak on specific topics in order to inform, or train.

Paid Consultant: Counsel or private expertise in a paid advisory function to small businesses or interested individuals.

6. **Products Available**

Pamphlets: Refers to informational not advertising pieces for entrepreneurship education and training.

Resource Material: Refers to published materials available to the public.

Publications: Refers to any printed material, e.g., books, pamphlets, manuscripts, etc. available to the public, or on a restricted basis.

Information Searches: Refers to the ability to search and retrieve information from various computer databases.

Computer Software: Refers to production or maintenance of computer software for loan or for sale.

Audio-visual Materials: Refers to production or maintenance of filmstrips, videotapes, cassettes, movies, etc. available to the public, or on a restricted basis.

7. **Special Training or Services**

Indicate any or all areas that apply to the services and training provided by your organization.

Business Startup Basics: Services or training providing basic small business skills.

Entrepreneurship Career Exploration: Refers to special services in small business exploration.

Small Business and the Economy: Refers to special services and training in knowing the role of small business vis-a'-vis the economy.

Business Plan Preparation: Refers to special expertise in the planning, development and organization of a business plan.

On-Site Training and Problem Solving: Refers to special services and training expertise in selection and use of professional consultants.

Marketing Strategies: Refers to special expertise in defining marketing plans, identifying target markets, in evaluating selected marketing activities, and interpreting market research.

Business Site Analysis: Refers to special services or training expertise in identifying factors to consider for selecting a site, determining costs of a site and analyzing customer access, parking, transportation, etc.

Small Business Legal Issues: Refers to special services and/or training in knowing the major legal issues to be faced in protecting the business.

Government Regulations: Refers to special services and training in compliance issues relating to government licenses, rules and regulations.

Market Research: Refers to speical services or training in knowing how to obtain and use market information.

Small Business Management: Refers to special services and training in planning, making decisions and establishing control practices and procedures for small enterprises.

Personnel Policies and Procedures: Refers to special services and training in: motivating, supervising, and training employees; as well as developing job descriptions, and employee compensation packages.

Promotion and Sales: Refers to special training and service in: creating and evaluating effective advertising and promotional plans.

Business Records/Accounting: Refers to services and training in: bookkeeping, record-keeping and evaluating business transactions.

Risk Management: Refers to services and training in: maximizing opportunities and minimizing risks to small businesses.

Small Business Computer Systems: Refers to services and training in: using microcomputer applications for financial and records management.

Small Business Fiscal Analysis/Forecasting: Refers to special services and training in: understanding cash flow patterns, analyzing trouble spots, and preparing appropriate fiscal documents.

Small Business Tax Preparation: Refers to services and training in: understanding and maintaining information to prepare tax forms.

8. **Products/Services Available**

Please indicate whether products or services provided by your organization are obtainable by the public through purchase, at no cost, or can be borrowed and returned (for loan).

9. **Target Audience**

Please select any of the following to whom your product(s) or service(s) are targeted:

Elementary School Students provide public or private education in grades K-8.

Secondary School Students provide public or private education in grades 9-12.

Adult Vocational Education Programs: Non-degree programs for adults in technical skills areas.

Postsecondary School Students refers to public and private education beyond the secondary level including 2- and 4-year colleges, technical and business schools, etc.

Potential Entrepreneurs (Pre-Business): Refers to individuals who are exploring available business opportunities or are still in the planning stages regarding owning their own small business.

Existing Entrepreneurs: Refers to individuals who are already self-employed or who own and operate their own businesses.

Teachers refers to educators at all levels in public or private institutions.

Special Populations: Refers to women, minorities, handicapped, veterans, senior citizens, out of school youth, displaced adults, corrections inmates, etc.

Ohio Entrepreneurship Characteristic List

File: [S301]ENTR Number: 13.15 Last changed: 10:45 349/86

S = The Characteristic may be used as a Selector
D = The Characteristic may be used as a Descriptor

1	S	144	Adams
2	S	140	Allen
3	S	149	Ashland
4	S	150	Ashtabula
5	S	139	Athens
6	S	141	Auglaize
7	S	140	Belmont
8	S	144	Brown
9	S	159	Butler
10	S	145	Carroll
11	S	140	Champaign
12	S	143	Clark
13	S	149	Clermont
14	S	138	Clinton
15	S	156	Columbiana
16	S	136	Coshocton
17	S	139	Crawford
18	S	182	Cuyahoga
19	S	139	Darke
20	S	143	Defiance
21	S	142	Delaware
22	S	151	Erie
23	S	155	Fairfield
24	S	148	Fayette
25	S	158	Franklin
26	S	145	Fulton
27	S	146	Gallia
28	S	158	Geauga
29	S	151	Greene
30	S	145	Guernsey
31	S	162	Hamilton
32	S	151	Hancock
33	S	138	Hardin
34	S	139	Harrison
35	S	143	Henry
36	S	148	Highland
37	S	145	Hocking
38	S	145	Holmes
39	S	146	Huron
40	S	150	Jackson
41	S	137	Jefferson
42	S	146	Knox
43	S	160	Lake
44	S	144	Lawrence
45	S	144	Licking
46	S	137	Logan
47	S	171	Lorain
48	S	150	Lucas
49	S	142	Madison
50	S	157	Mahoning
51	S	151	Marion
52	S	166	Medina

Ohio Entrepreneurship Characteristic List

53	S	142	Meiss
54	S	139	Mercer
55	S	138	Miami
56	S	140	Monroe
57	S	159	Montgomery
58	S	137	Morgan
59	S	147	Morrow
60	S	145	Muskingum
61	S	141	Noble
62	S	149	Ottawa
63	S	140	Paulding
64	S	144	Perry
65	S	152	Pickaway
66	S	146	Pike
67	S	157	Portage
68	S	141	Preble
69	S	143	Putnam
70	S	143	Richland
71	S	150	Ross
72	S	157	Sandusky
73	S	145	Scioto
74	S	146	Seneca
75	S	135	Shelby
76	S	170	Stark
77	S	165	Summit
78	S	158	Trumbull
79	S	146	Tuscarawas
80	S	145	Union
81	S	138	Van Wert
82	S	146	Vinton
83	S	152	Warren
84	S	139	Washington
85	S	147	Wayne
86	S	141	Williams
87	S	155	Wood
88	S	139	Wyandot
90	D	718	ORGANIZATION TYPE
91	DS	206	Public service agency/organization
92	DS	11	Foundation
93	DS	124	Professional/business association
94	DS	38	Business enterprise
95	DS	72	Four-year college
96	DS	82	Two-year college
97	DS	91	Adult vocational center
98	DS	75	Proprietary school
99	DS	84	Joint vocational school
100	DS	35	Comprehensive high school
105	D	718	ORGANIZATION SCOPE
106	DS	115	National
107	DS	154	State
108	DS	304	County/City

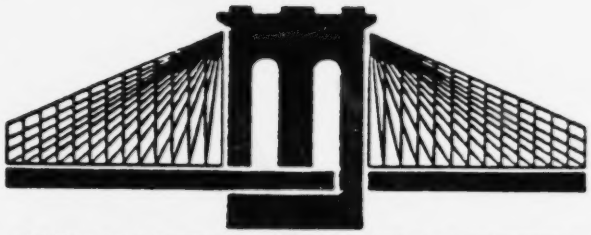
Ohio Entrepreneurship Characteristic List

110	D	705	PROFESSIONAL SERVICES
111	DS	528	Training
112	DS	389	Counseling
113	DS	281	Library
114	DS	415	Referral services
115	DS	356	Speakers
116	DS	174	Paid consultant
120	D	640	PRODUCTS AVAILABLE
121	DS	481	Pamphlets
122	DS	433	Resource material
123	DS	418	Publications
124	DS	207	Information searches
125	DS	99	Computer software
126	DS	204	Audio-visual materials
130	D	704	SPECIAL TRAINING OR SERVICES
131	DS	435	Business Startup Basics
132	DS	286	Entrepreneurship Career Exploration
133	DS	234	Small Business and the Economy
134	DS	279	Business Plan Preparation
135	DS	337	On-site Training and Problem Solving
136	DS	279	Marketing Strategies
137	DS	175	Business Site Analysis
138	DS	216	Small Business Financing
139	DS	165	Small Business Legal Issues
140	DS	245	Government Regulations
141	DS	222	Market Research
142	DS	347	Small Business Management
143	DS	232	Personnel Policies and Procedures
144	DS	245	Promotion and Sales
145	DS	290	Business Records/Accounting
146	DS	169	Risk Management
147	DS	236	Small Business Computer Systems
148	DS	191	Small Business Fiscal Analysis/Forecasting
149	DS	181	Small Business Tax Preparation
155	D	645	PRODUCTS/SERVICES AVAILABLE
156	DS	384	For purchase
157	DS	402	At no cost
158	DS	152	For loan
160	D	689	TARGET AUDIENCE
161	DS	66	Elementary school students
162	DS	162	Secondary school students
163	DS	259	Adult vocational education programs
164	DS	249	Postsecondary school students
165	DS	455	Potential entrepreneurs (pre-business)
166	DS	487	Existing entrepreneurs
167	DS	143	Teachers
168	DS	289	Special populations

OHIO CAREER INFORMATION SYSTEM (OCIS)

In this section of the workshop planning guide are information materials on the Ohio Career Information System (OCIS). These materials serve as samples of OCIS fact sheets that should be duplicated and included in the workshop packets for distribution to workshop participants. On the following pages you will find these handouts:

HANDOUT NUMBER	NAME	USE
HO-6 HO-7	INTRODUCTION SUCCESS STORY	The INTRODUCTION and SUCCESS STORY pieces describe OCIS background, operations and user facts. Use HO-6 and HO-7 as focal pieces in describing the who, what, when, where and why of OCIS.
HO-8	GENERAL INSTRUCTIONS	The GENERAL INSTRUCTIONS provide step-by-step instructions on how to access OCIS and how to log on to individual files within the system. Use HO-8 as the focal piece in "walking through" the procedures used to access OCIS.
HO-9	PRINTED RESOURCES	The PRINTED RESOURCES to use with OCIS identifies and describes various published resources that can supplement the information on OCIS. Use HO-9 as a referral source to other assistance and information.
HO-10	STATE-SUPPORTED DATA CENTERS	The two lists of STATE-SUPPORTED DATA CENTERS identify contact points where OCIS software is being run. Use HO-10 as a referral source to nearest points of local contact for information on accessing both OCIS and the **ENTR** file.



OHIO CAREER INFORMATION SYSTEM

INTRODUCTION

The Ohio Career Information System (OCIS) is a computer-based guidance information system designed to provide remote instantaneous state and national data regarding occupations and educational institutions.

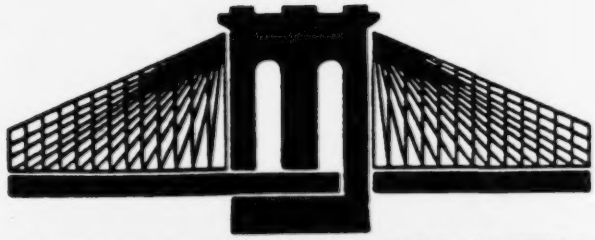
The data are organized in separate "files". The occupation file contains data concerning over one thousand occupations, including employment projections and salary information for a number of occupations in Ohio. Education files include a complete listing of two-year, four-year and graduate colleges in the nation. Additional files include Ohio vocational and proprietary schools, state and national financial aid, health careers, armed services occupations, adult continuing education, and Ohio career education activities.

Through a terminal located in a school, social service agency, or library, a student, counselor, or client may type simple commands to request certain information. The computer responds immediately by typing the desired information from computer-stored data files. In this way, each user can interact in a unique manner with the vast amount of information.

OCIS is an integral part of the Ohio Department of Education, Division of Vocational & Career Education, Career Development Service.

For additional information please contact:

Ohio Career Information System
Room 902 - 65 South Front St.
Columbus, Ohio 43215
(614) 462-6771



OHIO CAREER INFORMATION SYSTEM
CAREER DEVELOPMENT PROGRAM

OCIS: A SUCCESS STORY

Ohio is a national leader in the development and implementation of a statewide computerized career information delivery system. The Ohio Career Information System has the largest combined state and national data base in the nation. Ohio is the only state to completely integrate and coordinate the services of Vocational Education, Career Education, the State Occupational Information Coordinating Committee, and a computerized career information system. OCIS has proven to be a valuable resource to individuals at all levels of the career development process.

Ohio was one of the original states to receive funding from the Department of Labor to develop a model career information delivery system beginning in August, 1975. The Ohio Department of Economic and Community Development was the original grantee. Guidance Information System (GIS), as developed by the Houghton-Mifflin Publishing Company, was selected as the primary program vendor. In January, 1976, OCIS was transferred to the Ohio Bureau of Employment Services. OCIS was transferred to the Ohio Department of Education, its current location, in July, 1982. The final transfer has resulted in unprecedented growth.

OCIS is a computer-based guidance information system that provides instantaneous remote access to a wealth of educational and occupational data. The data are organized in several separate "files". Data on 1044 occupations are included in the National Occupation File. State information includes employment projections and salary information for 350 occupations in Ohio. The education files include 1777 four-year colleges, 1775 two-year colleges, 1521 graduate schools, and 430 proprietary schools. Other files include national and state financial aid, vocational education, health careers, armed services occupations, and a career education activities file. Simple commands allow the user to enter specific characteristics to identify institutions or occupations of greatest interest.

OCIS is an integral part of the Ohio Department of Education, Division of Vocational & Career Education, Career Development Service. The Ohio Department of Education has distributed OCIS computer tapes to twenty-six state-supported computer data centers which have mainframe capacity to provide the program to local school systems. Thirty-eight large school districts, post-secondary institutions, and libraries run tapes internally. Approximately 600 terminal sites are presently accessing OCIS from these mainframe computers, including the majority of Ohio's public schools. Sixteen JTPA mainframe computers within the Ohio JTPA Computer Network are providing OCIS statewide.

FACTS ABOUT OCIS

1. The format and national data base for OCIS is the largest and most frequently used system in the United States.

2. Ohio has the largest state data base integrated with a national data base of any computerized guidance system in the nation.

3. OCIS is the primary delivery format for information generated by the Ohio Occupational Information Coordinating Committee.

4. Ohio is the only state to completely integrate and coordinate the services of Vocational Education, Career Education, SOICC, and a career information delivery system (OCIS).

5. OCIS has proven to be a valuable tool in the implementation of a number of Division goals including: career education, vocational guidance, sex equity, the education of the handicapped, and adult education.

USERS OF OCIS

Users can retrieve information from OCIS in one of two ways; the direct method and the search method. In the direct method, the user enters a code number and receives a printout on a specific educational institution, occupation, or source of financial aid. In the search method, the user selects characteristics of particular interest and the computer identifies the educational institutions, occupations, or sources of financial aid that match the characteristics selected.

The school files provide the user with a wealth of relevant data, including address, phone number, tuition costs, academic programs, admission data, extra-curricular activities and other important facts about the school.

The occupational files provide job description, employment and salary data, required levels of training, addresses for related information, and several other important facts regarding occupations.

The financial aid files identify specific sources for scholarships and financial aid.

The system is a valuable career guidance tool. Middle school students can use the system to explore careers that may be of interest to them. High school students can use the system to select a post-secondary education institution or develop a resume and conduct a successful job interview. Adults can use the system to identify career options, obtain additional training, or upgrade their resume. Handicapped individuals can use the system to identify occupations for which their handicaps are irrelevant.

School districts in Ohio have funded the Ohio Career Information System through Career Education, JTPA, Departmental Budgets, i.e., Guidance, Computer Services, Placement, and Instructional.

If we can answer any additional questions, please contact the OCIS staff:

Anne Lika
OCIS Supervisor

Marilyn Shipman
OCIS Supervisor

Cynthia Gahris
OCIS Supervisor

at the following address and telephone number:

Ohio Career Information System
Ohio Department of Education
65 S. Front Street - Room 908
Columbus, OH 43266-0308
(614) 462-6771

GENERAL INSTRUCTIONS

COMPONENTS

A local OCIS installation has only a few main components. The first component is made of the various User Guides. The User Guides (OCIS, SOCC, VOCA, PROP OHIO at present) contain all the characteristics of each information file and the instruction letters and codes that are necessary for conducting a search in the Ohio Career Information System.

The second component, the Facilitator's Manual (3-ring binder), is a comprehensive guide to all the information stored in the computer. It lists the name and code number of every training program and occupation included in the OCIS program. The Facilitator's Manual is especially helpful if an individual already has a particular college or occupation in mind and wants to directly access detailed information.

The next component is a terminal. The terminal looks and operates much like a typewriter. It is used to communicate with the OCIS computer and produces a printout which shows, in printed form, the instructions and responses from the computer.

The last component is simply a telephone. By dialing a special telephone number, you will be able to "place a call" from your terminal to the OCIS computer. In some, but not all systems, an accoustical coupler is also used. The coupler is a special cradle for the telephone receiver which connects the phone directly to the computer terminal.

GAINING ACCESS TO OCIS

Establishing contact with the OCIS computer is no more difficult than making an ordinary telephone call. Below you will find the general sign on procedure. Specific sign on procedures vary with each computer. Check with the manager of your computer site for specific detailed instructions.

SIGN ON PROCEDURE

1. Make sure that all terminal plug connections are securely made and that power is available at your electrical outlet.

2. Set the accoustical coupler mode switch (Half Duplex or Full Duplex) to the position used on your system.

3. Turn on the computer terminal and the accoustical coupler if it is separate from the terminal.

4. Be certain that the terminal switch is to "LINE" position.

5. Pick up the telephone and call the computer by dialing your assigned number.

6. When the computer "answers" with a high-pitched squeal, put the phone receiver into the accoustical coupler.

7. Follow the specific sign on procedure for your computer. You should obtain these instructions from the OCIS Coordinator of your agency.

8. After the sign on sequence, the terminal will ask you "Which File?", You should answer with the appropriate file name (SOCC, VOCA, ALIF, PROP, OHIO, AIDS, SAID, GRAD, ASOC, INFO, COL2, COL4, see page B-3), and press the RETURN KEY.

9. The computer will type a "?". You are now ready to use OCIS by typing in various instruction letters followed by the characteristic numbers that interest you.

10. Remember, when you finish typing an instruction, you must press the RETURN KEY to tell the computer to print the response.

The "Sign Off" procedure is on page B-12.

ACCESSING OCIS

There are two ways to access the information through OCIS, the Direct Access Method and Structured Search Method.

DIRECT ACCESS METHOD

This method should be utilized when the user knows what specific information is needed. such as a particular occupation or four-year college. The user looks up the desired information in the OCIS Instructor's Manual (COL4, COL2, SOCC, GRAD, AIDS, VOCA, ALIF, PROP, OHIO, ASOC, INFO, or SAID) and types the command letter "P" (for print, see command letters, pages B-5 through B-8) and the number of that occupation or training program. The terminal will produce a printout containing the requested information. An additional command "I" (see command letters, page B-5 through B-8) will print out additional characteristics associated with the occupation or training program. To request both the "P" and "I" information, type "B" (see command letters, pages B-5 through B-8) and the number of that occupation or training program.

SAMPLE

1. User requests information on duties of an Orientation Therapist for the Blind.

2. User looks up Orientation Therapist for the Blind (#664) in the SOCC Section of the Facilitator's Manual (3-ring Notebook).

3. User goes to the terminal and types in Access Code P664 or I664 or B664.

4. User receives printout of Orientation Therapist for the Blind.

STRUCTURED SEARCH

Those who are uncertain regarding which occupations or types of training to investigate should use the indirect or structured search method. This method can narrow the number of possible occupations or training programs to those which suit an individual's interests, aptitudes and personal desires.

The search is conducted by choosing the appropriate file (such as SOCC or COL4) that will provide the type of information sought, and then by selecting those characteristics within that file which best describe individual interests, aptitudes or specific needs.

To execute the search requires the use of instruction letters called "Commands", that must be typed on the terminal followed by the corresponding number to the left of the characteristic, occupation, or training program. Remember, when you finish typing a command/instruction, YOU MUST PRESS THE RETURN KEY.

BASIC COMMANDS

CODE	COMMAND	CODE	COMMAND
A ___	ADD Characteristic	P ___	PRINTS out your desired information
S ___	SUBTRACT Characteristic		
D ___	DELETE Characteristic	I ___	ITEMIZES the characteristics of an occupation or school
E ___/___	EITHER/OR Characteristics		
C ___	CHECKS to see if particular occupation/school still qualifies or why it did not qualify	F ___T___	FROM-TO Option DISPLAYS selected portion of itemized characteristics
		B ___	Performs the functions of BOTH the Print and Itemize commands
N	NAMES qualifying occupations (or colleges) when the number is less than 25		
		R ___	RESTARTS the file you are using
L	LISTS all characteristic numbers used during search		
		Q ___	QUIT present file

Either a characteristic number or a specific code number should follow those commands with a "___".

FILES

FILE NAME	CODE LETTERS
Super Occupation File	SOCC
Ohio Vocational School File	VOCA
Adult Learning Information File	ALIF
Ohio Proprietary School File	PROP
Ohio Health Related Instructional Opportunities	OHIO
Two-Year College File	COL2
Four-Year College File	COL4
Graduate School File	GRAD
State Financial Aid File	SAID
National Financial Aid & Scholarship File	AIDS
Armed Services Occupations File	ASOC
Information on the World of Work	INFO

COMMANDS

The COMMAND LETTERS which follow explain how to use OCIS to its best advantage to obtain information.

There are several command letters which can be used to search OCIS. Each one has a special purpose.

BASIC COMMANDS

A (ADD)

The "A" command, followed by a characteristic number, tells the computer to ADD, or include, all the occupations or colleges which have that characteristic.

EXAMPLE: When using the SOCC File, if you type "A4", you tell the computer to include only those occupations which involve working with people most of the time; sharing ideas with them.

S (SUBTRACT)

The "S" command, followed by a characteristic number, tells the computer to SUBTRACT, or leave out, all the occupations or colleges which have that characteristic.

EXAMPLE: When using the SOCC file, if you type "S15", you tell the computer to leave out all occupations which require above average numerical ability.

D (DELETE)

The "D" command, followed by a characteristic number, tells the computer to DELETE, or erase, this characteristic from your list of choices. The "D" command allows you to change your mind about characteristics or commands you have entered.

EXAMPLE: When using the SOCC File, if you type "D101", you tell the computer to DELETE from consideration your previous entry of associate degree required or preferred.

E (EITHER/OR)

The "E" command, followed by two or more characteristic numbers separated by slashes (/), tells the computer to add or include the occupations or colleges which have at least one of the characteristics you specified.

EXAMPLE: When using the SOCC file, if you type "E101/102, you tell the computer to include all occupations requiring or preferring as an entry level, an Associate or Bachelor's Degree.

C (CHECK)

The "C" command, followed by an occupation or college code number, tells the computer to CHECK to see if that occupation or college is still on the list of qualifying options. If it is not, the computer tells you why. Also, if an occupation or college does not appear on your list, this command allows you to ask why it did not qualify.

EXAMPLE: When using the SOCC file, if you type "C664", you tell the computer to CHECK if Orientation Therapist for the Blind is still on your list of qualifying occupations. If it is, the computer types "664 Orientation Therapist for the Blind is on the list". If it is not, the computer types "664 Orientation Therapist for the Blind is not on the list" and indicates which characteristics you have used are true and which are false to cause that occupation to be dropped from your list. If an occupation or college does not appear on your list after your search, you type "C" and the occupation or college code number. The computer will tell you why that particular occupation or college was not included on your list.

When you have finished typing your search commands and you want to see which occupations (or colleges) meet all of your qualifications, use the NAME command.

N (NAME)

When the number of occupations or colleges qualifying is less than the UPPER LIMIT (normally 25), type "N" to obtain their names.

L (LIST)

The "L" command tells the computer to list all the commands used in your search. Characteristics you have deleted will not be listed.

This command may be used if you become confused during your OCIS search.

P (PRINT)

The "P" command can be used in two ways:

1. When you have the names of the occupations or colleges that meet your qualifications, you can obtain more information about a specific occupation or college by typing "P" followed by the appropriate code number. EXAMPLE: "P664".

P (PRINT) Cont'd.

2. If you want information about ALL of the occupations or colleges that meet your qualifications, simply type "P".

I (ITEMIZE)

The "I" command can be used in two ways:

1. The "I" command, followed by an occupation or college code number, (I662) tells the computer to ITEMIZE or print out all the characteristics which are true for that occupation or college.

2. The "I" command, when not followed by an occupation or college code number, prints all the characteristics which are true for each occupation or college on your qualifying list.

FT (FROM-TO)

The "FT" command can follow the ITEMIZE command to indicate specific ranges of characteristics (up to 10 pairs). The "FT" command can be used in two ways:

1. The "I" command, followed by an occupation or college code number and the "FT" command (I662F115T130) causes the computer to list only those characteristics between #115 and #130 which are true for a specific occupation or college.

2. The "FT" command, used with the "I" command when not followed by an occupation or college code number (IF115T130), causes the computer to list those characteristics between #115 and #130 which are true for all occupations or colleges on your qualifying list.

In the absence of an "F", the computer assumes the first characteristic number to be 1. In the absence of a "T", the computer includes all characteristics through the end of the file.

As with the ITEMIZE command, the two forms of the BOTH command can be followed by the FROM-TO command to focus on specific ranges of characteristics in the ITEMIZE portion of the BOTH command.

By typing an "FT" range by itself; not in conjunction with "I" or "B", you can set specific ITEMIZE ranges that remain in effect as long as you work with the same file or until you supersede it by setting another "FT" range.

If "FT" follows an "I" or "B", that range is in effect until that "I" or "B" finishes.

B (BOTH)

The "B" command performs the functions of both the PRINT and ITEMIZE commands. The "B" command can be used in two ways:

B (BOTH) Cont'd.

1. If the "B" command is followed by an occupation or college code number (B662), the PRINT and ITEMIZE commands are activated for only that occupation or college.

2. The "B" command, when not followed by an occupation or college code number performs, in turn, the PRINT and ITEMIZE functions for all occupations or colleges on your qualifying list.

R (RESTART)

The "R" command tells the computer to start over again in the same file. "R" erases the "A", "S", and "E" commands from your command list.

The "U", "K", and "Z" commands are not affected by the RESTART command, but may be changed by the QUIT command.

Q (QUIT)

The "Q" command tells the computer to QUIT the present file. The computer responds with "Which File?" If you wish to change to a different file, type the code name of the file you want. If you want to quit using the Ohio Career Information System, type "NONE".

ADDITIONAL COMMANDS

These commands are used to check and/or alter information output as follows:

M (MODIFY)

The "M" command can be used to MODIFY an existing "A" or "E" command to include one or more additional characteristics.

EXAMPLE: Original Commands: A2A8A128
Modify Command: M2/17
the MODIFY command changes the commands to read: E2/17A8A128

U (UPPER LIMIT)

The UPPER LIMIT of the number of occupations or colleges that print out is normally set at 25. However, this UPPER LIMIT can be changed by the "U" command. For example, "U50" sets the UPPER LIMIT at 50. "U9999" sets the UPPER LIMIT to the total number of occupations or colleges in the file. Standing along, "U" resets the UPPER LIMIT to the original value when the file was entered (normally 25). The UPPER LIMIT command can be used to control the NAME, PRINT, ITEMIZE, or BOTH commands.

X (EXPAND)

The "X" command can be used to control the ITEMIZE, BOTH, LIST, or CHECK commands.

The program is set so the characteristic numbers as well as their titles are printed out when the "I", "B", "L", or "C" commands are used. However, by typing "X", only the relevant characteristic numbers are printed in future uses of these commands. Typing "X1" returns the system to its original form.

V (VERIFY)

The "V" command tells the computer to explain where its controls are set. There are several explanations available, and they are obtained using variations of the "V" command. This command is used to check the status of the amount of data which can be obtained.

EXAMPLE: When using the SOCC File, "V" tells the computer to explain all information.

"V3" the computer explains what sections of print text are turned off. (Print sections 7 are turned off)

"V4" the computer explains the names of the print sections.

SOCC SECTIONS:

Section	Title
1	Job Description
2	Education and Training
3	National Economic Outlook
4	Related Jobs:
5	Related Information in GIS Files:
6	Related Information in GIS State Files:
7	Related Information from Other Sources:
8	Write to
9	CRES address
10	For additional information contact your school guidance counselor
11	The national average starting salary is
12	Ohio Employment Data - - As of July, 1983

"V6" the computer explains the range at which the FROM-TO command is set and the status of the EXPAND option.

From To List
F 1 T 662
Characteristic titles

"V7" the computer explains where the UPPER LIMIT is set and tells how many occupations qualify.

Upper print limit is 25 occupations
1044 occupations qualify

K (KEEP) and Z (ZERO)

The "K" and "Z" commands can be used to control the PRINT or the BOTH command.

The KEEP and ZERO commands control which sections of text are printed in the "P" and "B" command. All text sections are numbered as shown in the displays printed below. If a section is turned off by the "Z" command, that is not printed.

Z3 turns off Section 3
K3 turns on Section 3
Z returns all sections to their original form
K turns on all sections

The following sections may be turned on and off using the "K" and "Z" commands.

SOCC SECTIONS

Section	Title
1	Job Description
2	Education and Training
3	National Economic Outlook
4	Related Jobs
5	Related Information in GIS Files
6	Related Information in GIS State Files
7	Related Information from Other Sources
8	Write To
9	CRES Address
10	For Additional Information Contact Your School Guidance Counselor
11	The National Average Starting Salary is
12	Ohio Employment Data - - As of July, 1983

COL2 SECTIONS

Section	Title
1	Street address
1	City and State
2	Telephone:
3	Also offers Bachelor's degrees
4	Institution has branches
5	Year founded:
6	Approximate enrollment:
7	Percent returning freshmen:
8	Applicants: Applied Accepted Enrolled
9	Median SAT Verbal/Math:
9	Median ACT:
9	Tests required:
10	Application deadline:
11	Tuition & Fees/Room & Board
12	Year updated:
15	See COL4 file No.

COL4 SECTIONS

Section	Title
1	Street address
1	City and State
2	Telephone:
3	Also offers Associate degrees
4	Institution has branches
5	Year founded:
6	Approximate enrollment:
7	Percent returning freshmen:
8	Applicants: Applied Accepted Enrolled
9	Median SAT Verbal/Math:
9	Median ACT:
9	Tests required:
10	Application deadline:
11	Tuition & Fees/Room & Board
12	DESCRIPTION:
13	Year updated:
15	See COL2 file No.

GRAD SECTIONS

Section	Title
1	Street Address
1	City, State and Zip
2	Telephone:
3	Year Founded:
4	Enrollment:
5	Tests vary by program
5	Tests required:
6	Undergraduate GPA:
7	Percent placed in Jobs:
8	Graduate starting salary:
9	Costs: $/Cr Hr $/Year $/R&B
10	See COL4 file No.
11	Year updated:
12	See the Graduate and Professional School File Index

ASOC SECTIONS

Section	Title
1	Job Description:
2	Military Education and Training:
3	Entry into Officer Candidate Schools (OCS)
4	
5	Related Military Occupations:
6	Related Civilian Occupations:

AIDS SECTIONS

Section	Title
1	Requirements Type of Aid Application Deadline
2	Major Eligibility
3	Financial Aid Description
4	For Application and Further Information

OHIO SECTIONS

Section	Title
1	Street
2	City & ZIP
3	Telephone:
4	Year founded:
5	Approximate number of students:
6	School information
7	Tests required:
8	Update Year:

PROP SECTIONS

Section	Title
1	Street
2	City & ZIP
3	Telephone:
4	Year founded:
5	Approximate number of students:
6	School information
7	Update Year:

ALIF SECTIONS

Section	Title
1	Address
2	Contact Phone

VOCA SECTIONS

Section	Title
2	Street Address
3	City and State
4	Telephone
5	District Name
6	When Updated
7	For Additional Information Contact Your School Guidance Counselor

SAID SECTIONS

Section	Title
1	Application Deadline
2	Eligibility Criteria
3	Scholarship Description
4	For Application and Further Information Contact

NOTE: This information can be readily obtained with the "B" command.

SIGN OFF

When you have all of the information you need, it is time to sign off the system. This is very important because if not properly accomplished, the next person who tries to access OCIS may get a busy telephone signal.

Type "Q" and computer will respond: "Which File?", then type NONE. The computer will respond with the amount of time the system was used. At that point, you should type "BYE".

NOTE: If you make a mistake while using OCIS, the computer types a message telling you so. Don't worry, a mistake or two doesn't hurt you. Simply try again.

BASIC MAINTENANCE OF THE TERMINAL

For the most part, computer terminals are very reliable when treated with proper care. If difficulties arise involving the terminal, check the list of symptoms and corrective actions below to correct minor problems.

SYMPTOMS	ACTIONS
1. Telephone number yields busy signal.	1. Hang up and dial again.
2. No power, no light, no high-pitched tone.	2. Check to see if: a. Machine is switched on; b. Power cord is plugged in both ends; c. Connection between the telephone and the terminal coupler is correct and secure; d. Outlet is providing power; e. Terminal fuse has not burned out.
3. Terminal prints "garbage".	3. Dial again for better connection.
4. Access Code rejected.	4. Be sure you are entering your access code exactly as it has been issued to you. Dial again for better phone connection.
5. Cut off in middle of program.	5. Check power connections and dial again.
6. Paper jams or lines over-prints.	6. Try each of the following in succession: a. Check paper feed, making sure that it has been inserted correctly, and that you are not at the end of the roll of paper. b. Remove paper, clear track, and reload.

PRINTED RESOURCES TO USE WITH OCIS

The following list of printed resources are available to use with OCIS.

- Ohio Occupational Almanac - a new 600 page publication containing valuable labor market information on over 250 selected occupations with 2,000 or more workers in the state of Ohio. It provides specific information regarding the distribution of occupations among industries. It is a valuable tool in the identification of the types of industries that employ individuals in specific occupations. The Almanac provides a crosswalk between occupational titles and the Standard Industrial Classification.

- Supplement I - How to Develop and Use Labor Market Information in Local Occupational Program Planning - provides a crosswalk between Standard Industrial Classification and the classification categories in the Yellow Pages listings of a phone book. The Almanac identifies the types of industries that employ individuals in specific occupations. The Supplement then directs job seekers to specific businesses and agencies found in the Yellow Pages.

- The 1984 Chartbook - this guide provides detailed information regarding Ohio employment compensation factors and trends. The guide details state and local unemployment rates and characteristics of the unemployed. The guide also highlights the distribution of employment by industry. The Chartbook provides the latest comprehensive report available from the Labor Market Information Division of the Ohio Bureau of Employment Services.

- The Guide to Vocational Preparation and Occupations - the VPO provides a crosswalk or link between the titles of vocation education programs and the specific occupational titles. The VPO can be used by teachers, counselors, and students to identify occupations that relate to training in specific vocational education programs.

- Dictionary of Occupational Titles (DOT) - includes standardized and comprehensive descriptions of job duties and related information for 20,000 occupations. Occupations are grouped into a systematic occupational structure based on interrelationships of job tasks and requirements. The DOT may be used for matching job requirements and worker skills.

- Selected characteristics of occupations defined in the DOT - provides supplemental information concerning physical demands, environmental conditions and restrictions, and training time for DOT defined occupations.

- Occupational Outlook Handbook (OOH) - contains detailed information for 250 selected occupations including narratives on the nature of work, training and qualifications, job outlook, and earnings.

- Guide for Occupational Exploration (GOE) - provides grouping of occupations based on interest factors and also provides world-of-work and career awareness through evaluative questions.
- Standard Industrial Classification Manual (SIC) - provides a coding system for classifying, collecting, and disseminating data by industry grouping.
- Standard Occupational Classification Manual (SOC) - provides a coding system for classifying occupational information by job duties with groups to identify related occupational clusters.
- Occupational Outlook Quarterly - periodical designed to keep counselors and education planners abreast of occupational and employment developments.
- Occupational Projections and Training Data - provides information and occupational supply and demand conditions and training and qualifications for over 185 selected occupations.
- U. S. Industrial Outlook Handbook - provides narrative discussions and statistics on 200 selected industries. U.S. Department of Commerce, Bureau of Industrial Economics.
- Monthly Labor Market Information Newsletter - a periodical published monthly by the Ohio Bureau of Employment Services containing statistics and data on labor market information in Ohio.

For information on obtaining these printed resources, contact:

The Ohio Career Information System
Ohio Departments Building
Room 902
65 South Front Street
Columbus, Ohio 43266-0308
(614) 462-6771

Government Printing Office Bookstores in Ohio may also be contacted for the purchase of many of these resources. In Ohio they are located at the following addresses.

Cleveland

First Floor - Federal Office Building
1240 East Ninth Street
Cleveland, Ohio 44114
(216) 522-4922

Columbus

Room 207 - Federal Building
200 North High Street
Columbus, Ohio 43215
(614) 469-6955

STATE-SUPPORTED DATA CENTERS

SITE NAME/ADDRESS/CONTACT

BUTLER COUNTY EDUCATIONAL DATA PROCESSING CONSORTIUM

Mr. Chuck Adelsperger
Director, Data Processing
3603 Hamilton-Middletown Rd.
Hamilton, Ohio 45011
(513) 868-6300

CONTACT: Bruce Guiler
Lois Colborn, Data Coordinator

CUYAHOGA FALLS CITY SCHOOL DISTRICT

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Cuyahoga Falls, Ohio 44221
(216) 929-0581

CONTACT: Harold Dennis

HAMILTON COUNTY BOARD OF EDUCATION

Mr. William Rotert
Director, Data Processing
11083 Hamilton Avenue
Cincinnati, Ohio 4523
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CONTACT: Kathy Thornton

LAKE ERIE EDUCATIONAL COMPUTER ASSOCIATION (LEECA)

Mr. William Lilley
Assistant Superintendent
Lorain County Schools
2206 West River Road
Elyria, Ohio 44035
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Dave Vore

LAKE GEAUGA COMPUTER NETWORK

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8140 Auburn Road
Painesville, Ohio 44077
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CONTACT: Pat Kornmiller

LICKING AREA COMPUTER ASSOCIATION

Ms. Sandy Mercer
150 Price Road
Newark, Ohio 43055
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CONTACT: Andy Sutton

Mr. Larry Truzzie
Mahoning County Schools
2801 Market Street
Youngstown, Ohio 44507-1693
(AREA COOPERATIVE EDUCATIONAL SERVICES SYSTEM)
(216) 788-2481

CONTACT: Marie Pavlicko
Mahoning County JVS
7300 N. Palmyra Road
Canfield, Ohio 44065

MAUMEE VALLEY COMPUTER ASSOCIATION (MAVCA)

Mr. Daniel C. Henige
Director, Data Processing
30095 Oregon Road
Perrysburg, Ohio 43551
(419) 666-1120

CONTACT: Debbie Adams

METROPOLITAN DAYTON EDUCATIONAL COOPERATIVE ASSN. (MDECA)

Mr. Tom McGoldrick, Director
201 Riverside Drive
Dayton, Ohio 45405
(513) 223-4980

CONTACT: Karen Hall

METROPOLITAN EDUCATIONAL COUNCIL (MEC)

Mr. James Lovsey
Executive Director
180 E. Engler Street
Columbus, Ohio 43215
(614) 221-8005

CONTACT: Ann Cless

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Mr. Joe Jinks
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Xenia, Ohio 45385
(513) 376-8246

CONTACT: Frank Aten

NORTH CENTRAL OHIO COMPUTER COOPERATIVE

Administrative Assistant
50 Park Avenue East
Mansfield, Ohio 44902
(419) 755-5520

CONTACT: Luann Blausey
Marsha Naumann, Manager

NORTHEAST OHIO MANAGEMENT INFORMATION NETWORK (NEOMIN)

Mr. George Bisker
Director, Data Processing
528 Educational Highway
Warren, Ohio 44483
(216) 847-6464

CONTACT: Peggy Wellington
2577 Schenley E.
Warren, Ohio 44483
(216) 372-2200

Bonnie Kondzich

NORTHERN OHIO EDUCATIONAL COMPUTER ASOCIATION (NOECA)

Mr. Dick Acierto, Director
2902 Columbus Avenue
Sandusky, Ohio 44870
(419) 625-6274

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Diane Winkle, Asst. Mgr.

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Mr. Michael Wildermuth, Director
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Allen County Schools
330 N. Elizabeth Street
Lima, Ohio 45801
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Mr. Duane Baker, Executive Director, NWOCA
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Route 1, Box 245-A
Archbold, Ohio 43502
(419) 267-3331

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OHIO'S MID-EASTERN REGIONAL EDUCATIONAL SERVICE AGENCY (OME-RESA)

Mr. Andrew Qualtire
Director, OME-RESA
2023 Sunset Boulevard
Steubenville, Ohio 43952
(614) 283-2050

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Pike County Area JVSD
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Piketon, Ohio 45661
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SOUTHEASTERN OHIO VOLUNTARY EDUCATIONAL COOPERATIVE (SEOVEC)

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Route 1
Nelsonville, Ohio 45764
(614) 753-2723 or 1-800-641-9905

CONTACT: Amy Fick, Systems Technician

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Louisville, Ohio 44641
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Mr. Spencer White
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3525 N. State Route 48
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Mr. Lawrence Wilberding
Coordinatoir, WOCO
Shelby County Annex
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129 East Court Street
Sidney, Ohio 45365
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339 E. Lisbon Road
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AKRON CITY SCHOOLS
70 North Broadway
Akron, Ohio 44308
(216) 434-1661

CONTACT: Phyllis Lerch
Dick Hoover

BEREA CITY SCHOOLS
390 Fair Street
Berea, Ohio 44017
(216) 243-6000

CONTACT: Dr. Joseph Kornick

CANTON CITY SCHOOLS
Wells Administration Center
617 McKinley Avenue, SW
Canton, Ohio 44707
(216) 438-2500

CONTACT: Karen B. Hurless

CENTRAL OHIO JVSD
HARRY TOLLES TECHNICAL CNTR
7877 Route 42 NE
Plain City, Ohio 43064
(614) 873-4646

CONTACT: John Snyder

CINCINNATI PUBLIC SCHOOLS
230 East 9th Street
Cincinnati, Ohio 45202
(513) 369-4029

CONTACT: Tom Hunter

CINCINNATI TECHNICAL COLLEGE
3520 Central Parkway
Cincinnati, Ohio 45223
(513) 559-1520

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Vickie Candella

CLARK TECHNICAL COLLEGE
570 East Leffel Lane
Springfield, Ohio 45505
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2900 Community College Avenue
Cleveland, Ohio 44115
(216) 348-4623

CONTACT: Tom Schick, Dir. Coun.
Rick Rolland, Office of System & Computer Serv.

Jean J. Miller, Counseling
Western Campus
11000 Pleasant Valley Rd
Parma, Ohio 44130

Dr. Gail Rooney, Computer Services
Eastern Campus
4250 Richmond Road
Warrenville Township, Ohio 44122
(216) 292-2255

CUYAHOGA COUNTY PUBLIC LIBRARY
4510 Memphis Avenue
Cleveland, Ohio 44144
(216) 398-1800 Ext. 22

CONTACT:

Kathleen Savage, Project PLACE
Maple Heights Library
5225 Library Lane
Maple Heights, Ohio 44137
(216) 475-2225

GALLIA-JACKSON-VINTON JVSD
Box 157
Rio Grande, Ohio 45674
(614) 245-5334

CONTACT: Jerome Brockway, Supt.
Dennis Franks, Adult Ed. and Computers

GROVEPORT MADISON LOCAL SCHOOL DISTRICT
5055 South Hamilton Road
Groveport, Ohio 43125
(614) 836-5371

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Robert Stalder, Treasurer

HOCKING TECHNICAL COLLEGE
Nelsonville, Ohio 45764
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CONTACT: Steve Miller

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Counseling & Personnel Services
310 White Hall
Kent, Ohio 44242
(216) 672-2715

CONTACT: Dr. Martha Walker, Coord. Rehab. Couns.
Dr. Joseph Perry, Asst. Professor
John Atkinson, Manager Academic Computer Services

LAKEWOOD CITY SCHOOL DISTRICT
1470 Warren Road
Lakewood, Ohio 44107
(216) 529-4091

CONTACT: Linda Michaud, Librarian
Lakewood High School
14100 Franklin Blvd.

Don Mayle, Data Person

LORAIN COUNTY COMMUNITY COLLEGE
1005 North Abbe Road
Elyria, Ohio 44035
(216) 365-4191 Ext. 567

CONTACT: Frank Remick, Dir. Data Processing
Carmen Masciola, Dir. Counseling Services

MUSKINGUM AREA TECHNICAL COLLEGE
1555 Newark
Zanesville, Ohio 43701
(614) 454-2501

CONTACT:
Herb Davis, Ext. 222

MUSKINGUM COLLEGE
New Concord, Ohio 43762
(614) 826-8493

CONTACT: Ryan Harvey, Analyst
Jeffrey Fleer

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Career Development Program
525 Seventy Street, NE
North Canton, Ohio 44720
(216) 494-3156

CONTACT: Debbie Martin, Career Ed.

NORTH CENTRAL TECHNICAL COLLEGE
2441 Kenwood Circle
Box 698
Mansfield, Ohio 44901
(419) 747-4999

CONTACT: Mary Elmendorf, Counselor
Dick Bonte, Placement Director

NORTH OLMSTED CITY SCHOOL DISTRICT
27253 Butternut Ridge Road
North Olmsted, Ohio 44070
(216) 777-7700 Ext. 326

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Instructional Research Comp. Ctr.
1970 Neil Avenue
Room 440 Baker Systems
Columbus, Ohio 43210
(614) 292-2741

CONTACT: Jeff Elias
Arps Hall-Third Floor
1945 N. High Street
Columbus, Ohio 43210
292-8787

B. J. Bryant
110 Arps Hall
292-2741

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Career Planning & Placement
185 Lindley Hall
Athens, Ohio 45701
(614) 594-6116

CONTACT: Sara Kearsley, Dir. Career
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Holly Jacobs

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32000 Chagrin Boulevard
Pepper Pike, Ohio 44124
(216) 831-8600 Ext. 208

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OWENS TECHNICAL COLLEGE
Caller #10000
Oregon Road
Toledo, Ohio 43699
(419) 666-0580

CONTACT: Roger Schantz, Computer Services
Carol Russell
Tom Sevits

PICKAWAY-ROSS JVSD
895 Crouse Chapel Road
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(614) 642-2550

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SHAKER HEIGHTS CITY SCHOOLS
15911 Aldersyde Drive
Shaker Heights, Ohio 44120
(216) 921-1400

CONTACT: Dr. James Paces, Dir. of Curriculum
Dorothy Bruggeman

SINCLAIR COMMUNITY COLLEGE
444 West Third Street
Dayton, Ohio 45402
(513) 226-2772

CONTACT: William Smith, Chairman
(513) 226-2926

Pricilla Haag - 226-7983

SOUTHERN STATE COMMUNITY COLLEGE
200 Hobart Drive
Hillsboro, Ohio 45133
1-800-628-7722

CONTACT: Marvin McKenzie, Dean,
Student Services

Laurie Charlton

TOLEDO CITY SCHOOLS
Manhattan & Elm
Toledo, Ohio 43608
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CONTACT: Robert McIllvain
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DeVilbiss High School
3301 Upton Avenue- Room S270
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(419) 473-3165

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2801 West Bancroft Street
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(419) 537-4137

CONTRACT: Margarite Katzen, Director of Evening and Special Services
Terry Koral, Data Processing

UPPER ARLINGTON CITY SCHOOLS
1650 Rich View Road
Upper Arlington, Ohio 43221
(614) 488-3105 Ext. 314

CONTACT: Ellen Erlanger

VOCATIONAL GUIDANCE REHABILITATION SERVICES
2239 East 55th Street
Cleveland, Ohio 44103
(216) 431-7800

CONTACT: Joyce Korner

WESTERVILLE CITY SCHOOLS
336 South Otterbein Avenue
Westerville, Ohio 43081
(614) 895-6080

CONTACT: Deborah LeFever

WILLOUGHBY-EASTLAKE CITY SCHOOLS
25 Public Square
Willoughby, Ohio 44094
(216) 946-5000

CONTACT: Richard Gigliotti
Patricia O'Hanlon. Coordinator
(216) 943-1277
Robin Lewis (Material)

OTHER PROGRAM FACT SHEETS

This section of the workshop planning guide contains copies of fact sheets on several other entrepreneurship programs in the state of Ohio. These sample fact sheets should serve as masters from which to duplicate sufficient sets for inclusion into workshop participant packets. The fact sheets represent the following programs:

HANDOUT NUMBER	NAME	USE
HO-11	ENTREPRENEURSHIP TRAINING PILOT PROJECT	The pilot project fact sheet describes a comprehensive and individualized entrepreneurship assessment and instruction program for selected dislocated workers to help them increase their success in self-employed activity. Use HO-11 along with HO-12 and HO-13 as references to other entrepreneurship education/training efforts in Ohio.
HO-12	SMALL BUSINESS ENTERPRISE CENTERS	The SBEC fact sheet describes a network of assistance centers designed to provide comprehensive services to small businesses at the local level. Use HO-12 along with HO-11 and HO-13 as references to other entrepreneurship efforts in Ohio.
HO-13	SMALL BUSINESS MANAGEMENT PROGRAM	The SBM fact sheet describes an in-depth formal instructional program for teaching small business management to full and part-time small business owners/managers. Use HO-13 along with HO-11 and HO-12 as references to other entrepreneurship education/training efforts in Ohio.

FACT SHEET

ENTREPRENEURSHIP TRAINING PILOT PROJECT

Sponsorship

- This project will be sponsored by JTP-OHIO through the Ohio Bureau of Employment Services.

Operator

- This project will be operated by the National Center for Research in Vocational Education (NCRVE) at The Ohio State University. For more information and assistance, please contact John Bebris, Entrepreneurship Project Director at NCRVE, The Ohio State University, 1960 Kenny Road, Columbus, Ohio 43210 or (614)486-3655.

Program

To provide a comprehensive and individualized entrepreneurship assessment and instruction program to selected dislocated workers as a means of increasing their success in self-employed activity. Project staff will seek to accomplish the following objectives:

- To assist 25 displaced workers determine the desirability and feasibility of starting a new business.
- To prepare 15 displaced workers with the competencies to run a business and to create a business plan necessary for venture start-up.
- To link client entrepreneurs with community resources available for long-term assistance throughout the venture start-up process.

Target Audience

- Displaced workers from the Columbus SMSA who have an interest, desire and the potential ability to succeed as entrepreneurs.
- The target audience includes those persons who are eligible under the Title III definition of the dislocated worker. This includes an individual who:

  1. Has been terminated or laid-off or who has received a notice of termination or lay-off from employment, is eligible for or has exhausted entitlement to

unemployment compensation, and is unlikely to return to his/her previous industry or occupation; or

2. Has been terminated, or has received a notice of termination of employment, as a result of any permanent closure of a plant or facility; or

3. Is long-term (15 weeks or more) unemployed and has limited opportunities for employment or reemployment in the same or similar occupation in the area in which such individual resides, including any older individual who may have substantial barriers to employment by reason of age.

Benefits:

By the end of this program, participants will have completed the following:

- A battery of entrepreneurship aptitudes/personality/skills profiles.
- 30 hours of an entrepreneurship intake/assessment course which includes development of an attendant preliminary business plan. As a format for the course, the instructor will use Beyond A Dream: An Instructor's Guide to Small Business Exploration that was developed by the National Center.
- 60 hours of individualized, competency based entrepreneurship instruction that will lead to the completion of an individualized business operations manual. Instruction will be based on the National Center's Program for Acquiring Competence in Entrepreneurship, (PACE).
- A formal business plan that has been reviewed and deemed acceptable by a panel of local business experts.
- A financing strategy to seek outside funding opportunities.
- Four business seminars plus three group support meetings.
- Establishes a peer and resource network for future assistance.

Time

The entrepreneurship exploration and instruction phase of the program will last approximately six months from the middle of May 1986 through the end of October 1986. A follow-up period will commence in early November 1986 and end in June 1987. Specifically the time frame for the project will include the following:

	HOURS
o Initial intake/assessment course will be 5 weeks	30
o Individualized entrepreneurship instruction segment will last 10 weeks	60
o Four scheduled seminars attended on relevant business topics	8
o Three group support meetings	6
Total program hours	104
o A series of quarterly group support meetings after course conclusion.	6
o Course follow-up has 8 hours free technical assistance.	8
Total follow-up hours	14
Total hours	118

Follow-up Benefits

Having completed the 6 month program, participants will be eligible for follow-up services. These follow-up services include:

- 8 hours of business consulting from community resources at no cost to the participants
- Quarterly group support meetings in behalf of the program participants that will be coordinated by project staff.

Materials

All required instructional materials will be provided by the National Center. Materials for use in the Entrepreneurship Pilot Program include: Beyond A Dream: A Guide to Small Business Exploration, for use in the 30 hour intake/assessment course and Program for Acquiring Competence in Entrepreneurship (PACE) for use in the individualized instruction phase.

Cost

Program participants will receive instructional materials, take part in the pilot program, and receive the follow-up benefits at no cost to themselves.

GOVERNMENT AGENCIES (sample page)

SMALL BUSINESS ENTERPRISE CENTERS (OHIO DOD)

Ohio Department of Development
30 East Broad Street
Columbus, OH 43216

(614) 466-4945
800-282-1085

General Description

The area Small Business Enterprise Center (SBEC) is designed to provide comprehensive service to small business at the local level and to establish a structure for direct local involvement in the Department of Development's efforts to retain jobs and assist in creating new business in Ohio. The SBECs operate in cooperation with local Chambers of Commerce, universities, colleges, trade associations, private industry councils, and other private and public small business resources. The SBEC provides local one-stop shopping for Ohio small businesses. All necessary tools for assisting small business are under one umbrella.

Centers provide access to organizational, financial, marketing, and technical expertise. Centers also supply information on small business development opportunities. Specialized services offered through some enterprise centers include procurement assistance, accelerated management assistance, seed and venture capital sources, and incubator facilities.

Centers have access to state finance and grant program capabilities, the Ohio Technical Transfer Organization, as well as other small business initiatives of the Ohio Department of Development (see description of others in this section).

Who Is Eligible

Anyone interested in starting a new business or obtaining help for an existing business is eligible.

Ohio Locations

- Akron (SBDC)
- Ashtabula*
- Athens (SBDC)
- Bowling Green*
- Brookpark
- Cambridge*
- Canton*
- Celina*
- Chillicothe*
- Cincinnati*
- Cleveland (SBDC)
- Columbus (SBDC)
- Dayton (SBDC)
- Delphos*
- Elyria
- Fremont*
- Logan
- Lorain
- Marietta
- Marion*
- Milford*
- New Philadelphia
- Piqua
- Portsmouth
- Southpoint
- Springfield*
- St. Clairsville
- Toledo (SBDC)
- Xenia
- Youngstown*
- Zanesville*

*Added locations since 1984

Note: Existing SBECs are now SBDCs (Small Business Development Centers) where indicated

SMALL BUSINESS MANAGEMENT
PROGRAM TYPE 60

PROGRAM DESCRIPTION

The Small Business Management Program provides an in-depth formal instructional procedure for teaching Small Business Management to full and part-time Small Business owners and managers. The formal class material is aimed at businesses involved in the marketing and distribution of goods and services. The instructional approach shall provide a realistic and logical procedure to help Small Business operators and managers learn how to apply effective financial management procedures to their business; improve their business planning; effective procedures in the marketing of their goods and services, including sales and promotional techniques; and improved management skills. Once this information is known, the Small Business operator/manager will have a sound basis for making management decisions that will provide increased net business income and develop an effective operating unit. The program is designed as a two-year program which requires the services of a teacher for at least 48 weeks throughout the year. It should be noted that some of the original Ohio SBM programs are continuing to offer a three-year curriculum.

PROGRAM OBJECTIVES AND PURPOSES

The major objective of the Small Business Management Program is to assist Small Business owner/managers in meeting their business and family goals through improved management, organization, and operation of their businesses.

Additional Program Goals

To help the Small Business owner/managers understand and apply their learned skills to...

... solve the maze of small business recordkeeping

... use their business records to manage the business effectively

... make more effective business and management decisions

... adapt to the ever-changing business world

... learn the new technical aspects of their business

INSTRUCTIONAL PROCEDURES

The first year of instruction deals with the understanding of the importance of Small Business to the National economy, the value of sound recordkeeping, business planning and decision making, as well as learning how to use business records to manage their businesses.

The formal three-hour classes are held at the school, or acceptable meeting location, during the normal school year from mid-September through mid-June. Classes meet twice monthly, but a school offering an expanded curriculum may offer classes once a week over a 30-36 week period.

1. Introductions and Overview of Small Business
   Definitions, statistics, importance of small business...WHY? - self-employment...Success/Failure factors...Emphasis on management...Entrepreneurship...Self-evaluation...Introduction to a total Business Plan.

2. More Entrepreneurship
   Management functions...Decision-making...Sources of information and assistance...Licenses, permits and other early considerations.

3. Success Tools
   Time Management..Goal Setting...A look at MBO - Management by Objectives and an introduction to the unique MBE - Management by Exception.

4. Introduction to Financial Statements
   The Balance Sheet and the Profit and Loss Statement and basic financial ratios.
   "A first look at the numbers"

5. "Starting Right!"
   Opening the Books
   Preparatory work: Inventories...Equipment register...Depreciation and income tax considerations.

6. "Keeping Track of What's Going On"
   Business Records

   *The number of classes devoted to small business recordkeeping will vary by school and the knowledge and understanding of their owner/manager enrollees.

7. Pricing
   Maximizing Gross Profit
   Calculating and using the breakeven point, and formulating a pricing strategy.

8. Forecasting Profits and the Cash Flow Part I

9. Forecasting Profits and the Cash Flow Part II

10. Estimating Sales by Class and Department
    Setting the profit objective...Make a sales forecast...Estimate Gross Profit and Operating Profit.

11. Understanding and Using Financial Statements and Significant Ratios

12. Current Assets Management
    Projecting monthly Cash Flow...Determing a credit policy...Determining the most profitable inventory.

13. Short-Term Financing
    Develop a short-term financial forecast...Determine a working capital policy...Determine goals of trade credit and commercial bank loans... Establish and maintain a good bank relationship.

14. Fixed Asset Strategies
    Lease/Purchase decisions and cost/benefit considerations to buy or not to buy.

15. Capital Planning
    Planning capital needs - Balance Sheet analysis
    Forecasting inventory levels and asset accounts

16. Understanding and Evaluating Money Sources
    Banking relations...Financing...Trade credit...Internal sources.

17. Income Tax Planning and Management
    Investment credits...Depreciation schedules.

18. Developing a Business Plan
    Why they are important factors to be considered...Building in credibility ...The plan as a fluid document.

**Additional conferences, seminars, workshops, or short classes taught by the teacher/coordinator may be scheduled at different times throughout the year.

* * * * * * * * * * * * * * * * *

YEAR 2 CURRICULUM
(Advanced)

Unit

1-4 Financial planning through the use of Visicalc (training on micro-computer) 6-12 hours.

5. Financial Statement Analysis
   Interpreting the Profit and Loss Statement and Balance Sheet, and computing key ratios.

6. Computing Return on Investment
   Learn ways to reduce expenses and accounts receivable, increase sales, gross margin and turnover, and use financial leverage.

7. Small Business Advertising
   How an effective promotional program can help, developing an ad budget, and examining the media available in the local area.

13. Improving Your Business Image
    Improving customer relations, examing your own business image, and developing an effective public relations program.

14. Self-Motivation
    Re-setting your goals and your own self image.

15. Management by Exception
    Dealing only with problem areas.

16. Developing a Management Team
    Using different external and internal sources effectively.

**A local school may insert different teaching units into its curriculum, or teach units in a different sequence. It must be remembered, however, that the

basis of the SBM program is to train Small Business owners the importance of sound recordkeeping; how to analyze and manage their businesses using their records, and improving their management and marketing skills.

PHYSICAL FACILITIES, EQUIPMENT, AND INSTRUCTIONAL MATERIALS

The following facilities and equipment must be provided for this program:

1. Classroom with a minimum of 720 square feet for afternoon and evening classes.

2. Office with a minimum of 250 square feet with telephone available. Classes may be conducted in the existing facilities of local Marketing Education departments and Joint Vocational Schools if there is a classroom and office available during the time the SBM classes meet.

3. Equipment - The specialized equipment and supplies for this program will cost approximately $3500 (1978 prices).
   Detailed information relative to equipment and supplies, teaching units, and instructional materials can be obtained from: Marketing Education, Room 915, 65 South Front Street, Columbus, Ohio 43215.

TEACHER CERTIFICATION

Any teacher holding a valid teaching certificate in Marketing Education, who has participated in the pre-service workshop, (conducting the Small Business Management Program), and has demonstrated realistic and practical Small Business planning and analysis procedures and techniques will be approved. It is strongly suggested the potential instructor has at least two (2) years of recent experience in either managing or operating a Small Business.

OR

The instructor-applicant for the Small Business Management Program must have the following:

* College degree (preferably in Business Administration or Education) and two (2) years of recent, satisfactory work experience as an owner and/or manager of a small business.

* Holds a high school diploma (or equivalent) and has five (5) years of recent satisfactory work experience as an owner and/or manager of a small business.

Plus, this person has participated in the pre-service workshop, will be issued a one-year Adult Marketing Education teaching certificate for this specific program.

WORKSHOP EVALUATION

The workshop evaluation form that follows (HO-14) is designed to help workshop sponsors collect information from workshop participants on the level of knowledge gained through their experience and the change, if any, in their attitudes toward entrepreneurship. Workshop planners may wish to use HO-14 as a starting point from which to develop their own workshop evaluation system that captures information of particular interest to the sponsoring agent.

OHIO ENTREPRENEURSHIP WORKSHOP EVALUATION

Please indicate your attitudes about each of the following statements regarding entrepreneurship education and training. This information provides your input for use by the State Entrepreneurship Education Task Force. It is completely anonymous.

Mark the form using the following scale by circling the appropriate number as follows:

1 = Strongly Disagree
2 = Disagree
3 = Undecided
4 = Agree
5 = Strongly Agree

1.	This workshop gave me new insights intc the need for increased entrepreneurship education/training in Ohio.	1 2 3 4 5
2.	Prior to attending the workshop I considered entrepreneurship education and training the responsibility of others.	1 2 3 4 5
3.	After attending the workshop, I feel that my organization should be more involved in entrepreneurship education and training.	1 2 3 4 5
4.	The ENTR file will be useful to my organization in promotinq entrepreneurship.	1 2 3 4 5
5.	At this workshop I made contacts that will help my organization be more involved in entrepreneurship education and training.	1 2 3 4 5
6.	This workshop was of benefit to me because of the new ideas I can bring my organization.	1 2 3 4 5
7.	Career education programs from elementary school thru secondary should include entrepreneurship learning.	1 2 3 4 5
8.	Vocational education programs at the high school level should teach entrepreneurship competencies as a career option.	1 2 3 4 5
9.	Ohio's 2-year technical schools should include entrepreneurship education as part of their associate degree programs.	1 2 3 4 5

10. The sample programs provide new ideas concerning what my organization can do. 1 2 3 4 5

11. My community should provide more training and counselling for potential entrepreneurs. 1 2 3 4 5

12. I believe additional meetings of this kind should be conducted. 1 2 3 4 5

13. The database available through the Ohio Career Information System will be useful to me. 1 2 3 4 5

BASIC BACKGROUND OF PARTICIPANT

Circle the appropriate as follows:

14. My organization is

    1. Public Education
    2. Public Sector/Government
    3. Non-Profit Sector
    4. Private/For-Profit Sector

15. If you represent public education, is your responsibility in

    1. Prevocational/Career Ed./Academic
    2. Vocational and Secondary Schools
    3. 2-Year Colleges
    4. 4-Year Colleges
    5. Adult/continuing education at any location

16. If you represent the public sector, is your agency

    1. National
    2. State
    3. Local

17. If you represent the non-profit sector, is your organization a

    1. Professional Association
    2. Foundations
    3. Public Service/Organization
    4. Clearinghouse Database
    5. Educational Institution

18. If you represent the for-profit sector, is your organization a

    1. Business service provider
    2. Private enterprise in the community
    3. Clearinghouse/Database
    4. Business/Industry Association

OHIO ENTREPRENEURSHIP EDUCATION TASK FORCE

The 29-member Ohio Entrepreneurship Education Task Force met for the first time in late fall of 1983. These high-level decision makers inside and outside of state government met to determine ways in which their respective service delivery networks could work together to infuse entrepreneurship education into all levels of education statewide.

As an initial step, the task force undertook a joint effort to determine the extent of available entrepreneurship education/training resources and to share this information with all interested parties. The result of this effort included the publication of a directory, Entrepreneurship Resources In Ohio; the initial research and development of an automated database; and the execution of five leadership awareness workshops, "Entrepreneurship for Ohio's Future," held across the state.

The Ohio Entrepreneurship File project is an extension of these earlier efforts. Attached is a list of members who comprise the Ohio Entrepreneurship Education Task Force (HO-15).

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